



Industry leaders weigh in on the future of AR and VR



Perkins Coie, XR Association, and boost VC surveyed nearly 200 professionals representing startups, enterprise technology firms, and investors for their insights on the trajectory of the immersive technology industry. The survey findings depict boom times ahead for the industry, with respondents showing strong optimism. Respondents are seeing broader uses beyond gaming for immersive technology, but still acknowledge the market has not yet fully scaled.

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How is immersive technology being monetized? Which industry verticals will see the biggest disruption from immersive technology? What changes to in the industry will drive consumer adoption of immersive technology? See highlights of the 2020 Augmented and Virtual Reality Survey Report.

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Hear from experts across the industry as they discuss highlights from the survey findings and their expectations for the future of XR technology.

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